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ABSTRACT

Sample selection methodology and findings are described for a telephone survey of residents of the six Hawaiian Islands to identify library users and their characteristics as well as patterns of use. Findings are reported for demographic patterns of use, user and non-user attitudes, leisure time activities, levels of awareness and interests in specific library services, knowledge of branch locations, interests in operational services, areas of needed improvement, and Oahu-neighboring island differences. Appendices include cross tabulations of data by areas and the questionnaire instrument. (CMV)

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ANALYSIS OF SERVICE AND DEVELOPMENT OF PERFORMANCE MEASUREMENTS FOR STATE OF HAWAII LIBRARIES

Volume II

A Survey of Residents in Relation to Public Library Use

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TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC) AND USERS OF THE ERIC SYSTEM."

IR006059

Other Volumes In This Study Include:

Volume I: Summary Report.
Volume III: Results of the Library Staff and Government Agency Surveys.
Volume IV: Results of Measurements Conducted in Selected Public Libraries in Hawaii.
Volume V: Performance Measurements System Manual for State of Hawaii Libraries.

SURVEY & MARKETING SERVICES, INC.
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December 2, 1977

Mr. Charles G. Clark
Superintendent of Education
Department of Education
Queen Liliuokalani Building
1390 Miller Street
Honolulu, Hawaii 96813

Dear Mr. Clark:

We are pleased to present AN ANALYSIS OF SERVICE AND DEVELOPMENT OF PERFORMANCE MEASUREMENTS FOR STATE OF HAWAII LIBRARIES. Our five-volume study presents findings on the library needs of Hawaii's residents, current library performance, recommendations for improving operations and services, a system for continuous monitoring of library performance, and a systems manual which details how performance information is to be gathered and analyzed.

AN ANALYSIS OF SERVICE AND DEVELOPMENT OF PERFORMANCE MEASUREMENTS FOR STATE OF HAWAII LIBRARIES has been designed to be a working tool to serve the Department and the State library system. We have developed a versatile and comprehensive set of performance measurements which when implemented will place Hawaii in the forefront of the nation's library systems.

Our work on this study has been a rewarding experience for our project team, and we would like to thank you for the assistance and support of the Department of Education in this effort.

Sincerely,

Lee A. Weigle

Lee A. Weigle
Executive Director

ACKNOWLEDGEMENTS

During the course of this study, literally dozens of people have given us assistance at one point or another. We would like to take this opportunity to express our thanks to all of them.

We feel particularly indebted to Masae Gotanda, Head of Research and Evaluation for the Hawaii State library system who was the tireless project manager responsible for the overall direction that brought this project to completion. We would also like to thank May C. Chun, former State Librarian, whose professional support and personal graciousness made our job a pleasure as well as a challenge.

In addition, we would like to acknowledge other key personnel in the library system who met with us frequently and provided us with their review and suggestions. They include Ruth Itamura, State Librarian; Oi Yung Chow, Librarian, Hawaii State Library; Seichi Toda, Director, Administrative Services Section; and Edna Tsusaki, Librarian, East Oahu Library District. Dr. Miles M. Jackson of the University of Hawaii Graduate School of Library Studies lent us his valuable experience and expertise throughout the course of the project. A special note of gratitude is also due Ernest R. De Prospo, Professor, Graduate School of Library Science, Rutgers University, New Brunswick, New Jersey for giving us his cooperation, consultation and encouragement throughout the study and especially during his visit to Hawaii.

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GENERAL INTRODUCTION

In the fall of 1976, the library system of the State of Hawaii commissioned a study to explore the ways in which the performance of Hawaii public libraries might be measured and assessed in relation to community needs, available resources, appropriate standards, and library objectives. Generally the study was to:

- o Describe and assess the library needs of residents and relevant institutions;
- o Analyze the present reporting system, and develop appropriate measures of public library performance;
- o Conduct tests of proposed library measurements in five selected Hawaii public libraries;
- o Develop a system for measuring the performance of State of Hawaii public libraries in relation to library system objectives and standards, and specify procedures for collecting and analyzing performance data.

The firms of Survey and Marketing Services, Inc. and its subcontractor, Henry A. Alexander and Company, Inc., were selected for the study. Dr. Miles M. Jackson of the University of Hawaii Graduate School of Library Studies was retained as a consultant by the contractor. The Hawaii State library system formed a project management team to work with the consultants. The project management team included the State Librarian, the Director of Public Library Services, selected section heads and representatives from the contractors. The head of Research and Evaluation Services for the library system served as project manager. The project team met periodically during the design and execution phases of the study to review progress and provide feedback.

The study involved four separate data and information collection tasks: A survey of the adult residential population in the State; a survey of public library personnel; a survey of agencies and institutions served by the public library system; and the measurement of materials, facilities use, and staff activities in selected Hawaii public libraries.

User/Nonuser Survey:

The survey of adult residents in the State was conducted November 19 through December 9, 1976. A total of 1,000 adults were interviewed by telephone throughout the State. The following numbers were interviewed on each island in the State in proportion to that island's share of the State population: Oahu, 815; Hawaii, 86; Kauai, 37; Maui, 54; Molokai, 6; and Lanai, 2. Residential telephone numbers for the sample were obtained through a Survey and Marketing Services' computer program which randomly generates telephone numbers. The survey covered the following topics: Use of the public library; patterns of library use; reasons for non-use; characteristics of library users and nonusers; attitudes toward the library; and demand for library materials and services.

Library Staff Survey:

The survey of State public library personnel involved all employees except janitorial or maintenance workers. A total of 425 questionnaires were distributed through the library system, and 297 (70%) were returned to Survey and Marketing Services for data processing and analysis. Topics covered included opinions about library system performance; materials, service and program needs of the library; work conditions and training needs; and problems facing the library system.

Government Agency Survey:

Six government agencies and institutions with actual and potential needs for library system services were selected for study. In-depth, semi-structured interviews were conducted with the management of each institution. The framework for these interviews focused attention on the role of the State library system in relation to institutional needs.

Library Measurements:

Measurements of materials and library use were carried out in five selected public libraries: Hawaii State Library, Kaimuki Regional Library, Hilo Regional Library, Liliha Library and Kahuku Community/School Library. In addition, an observation study of staff work was conducted in the Hawaii State Library. The measures and data collection procedures used, with the exception of the staff work observation study, were based on the performance measurements manual developed by Ellen Altman and others.[1] The purposes of the library measurements phase of the study included testing and modification of measures to ensure their applicability to Hawaii public libraries, and development of findings about Hawaii libraries that could be used for recommending changes in the library system.

Other reports completed as part of this study provide detailed information about study findings, the methodologies used, and the data collection and analysis procedures developed as a part of the recommended performance measurement system.

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[1]Ellen Altman, Ernest R. De Prospo, Philip M. Clark, and Ellen Conner Clark. A Data Gathering and Instructional Manual for Performance Measures in Public Libraries. Celadon Press: Chicago, 1976.

Volume I: Summary Report, Volume III: Results of the Library Staff and Government Agency Surveys, and Volume IV: Results of Measurements Conducted in Selected Public Libraries in Hawaii provide details of the findings and methodologies for the respective surveys and measurements. Volume V: Performance Measurements System Manual for State of Hawaii Libraries provides detailed instructions for libraries for the collection and analysis of performance data.

METHODOLOGY

The sample of telephone numbers of households in the State was produced through the use of a computer program which randomly generates residential telephone numbers. Use of this program allows access to the 25% of the households who have unlisted numbers or new numbers. The geographical distribution of households interviewed is presented in Table A.

To insure that the total number of interviews completed on each island would be proportional to that island's percentage of the State's population, the following quotas were established:

Table A

Oahu:	815 interviews
Hawaii:	86 interviews
Kauai:	37 interviews
Maui:	54 interviews
Molokai:	6 interviews
Lanai:	2 interviews

Civilian population data used to establish quotas were derived from estimates from the State Department of Planning and Economic Development for 1976.

The sample selection was modified slightly by screening for the head of the household. When the head was not available the interviewer progressed to the spouse, and only when that person was not able to participate would the interview be conducted with some other adult residing in the household. This method was utilized to insure an adequate representation of males -- 47.6% of the respondents sampled were male.

Fielding for the survey took place from November 19 through December 9, 1976. Interviewing was conducted from 4:30 p.m. to 9:00 p.m. on weekdays, and from 9:00 a.m. to 9:00 p.m. on weekends. Two attempts were made to contact each working residential number listed in the sample. Results of attempts to contact the 2501 working residential numbers in the sample were as follows:

Oahu	Nos.	%
Unable to contact eligible respondent	786	40.0
Foreign speaking	71	3.6
Interview refused	295	15.0
Interview completed	815	41.4
Total:	1967	100.0

Outer Islands	Nos.	%
Unable to contact eligible respondent	304	56.9
Foreign speaking	16	3.0
Interview refused	29	5.4
Interview completed	185	34.6
Total:	534	100.0

Combined Totals	Nos.	%
Unable to contact eligible respondent	1090	43.6
Foreign speaking	87	3.5
Interview refused	324	12.9
Interview completed	1000	40.0
Total:	2501	100.0

To insure the accuracy of results, a minimum of 20% of each interviewer's work was verified through recontacting respondents over the telephone.

Completed interviews were edited and coded, and keypunched and verified. SMS' copy of the TABLE program developed by the University of California at Berkeley was used to obtain frequency counts and data cross-tabulations.

FINDINGS

Frequency of Use of Hawaii Public Libraries

A substantial majority (60.1%) of the Hawaii State population fits into the category of a "library user", that is, someone who has visited a public library at least once in the past year.

This classification is further subdivided into two groups: 1) frequent users (those visiting a public library twelve times or more in the last year) and 2) moderate users (individuals who have been to the library fewer than twelve times over the last year). Table 1 shows these divisions.

TABLE 1

	%	
Users	60.1	
frequent users		27.6
moderate users		32.5
Non-Users	38.7	
don't know	1.2	
Total	100.0	

PERCENTAGE OF LIBRARY USERS/NON-USERS IN HAWAII

The remaining 38.7% are non-users -- those who have not visited a public library in the past twelve months.

Following are highlights of the survey and a discussion of the survey results.

Demographic Patterns of Use: Tables 1-A through 1-J

Library users tend to be more educated, between the ages of 18 to 34, professionals in the labor force, in the upper income levels, and females.

Other characteristics such as student status, marital status and whether there are school-age children in the household (children 18 or younger) are not as significantly related to library use as those mentioned above.

Reasons for Not Using the Library More Often: Table 2

Users and non-users alike said that time was their primary consideration for not using public libraries more often. Many said that they buy their own books or get them elsewhere - especially non-users and moderate users of the libraries. Some respondents had very specific reasons for not using the library and these results can be found in Table 2.

Attitudes Toward the Public Libraries: Table 3

An overwhelming majority of respondents (as high as 96%) have favorable impressions of the public library. They do not perceive the libraries as just places for students, children, or the well-educated. They believe the libraries are filling the needs of the people in terms of books and services, and most people feel it would make a difference if there were no public library nearby to go to. Users and non-users differ the most

on this item. Of the non-users, 52.2% disagreed with the statement, compared with 28.3% of the moderate users and 12.7% of the frequent users.

Leisure Time Activities of Users and Non-Users: Tables 4-A through 4-C

Three items were used to measure respondents' leisure time activities: Television watching, number of magazines read on a regular basis and the number of books referred to in the last month. In general, library users watch less television, read more magazines and have referred to more books in the last month than non-users.

Levels of Awareness and Interests in Specific Library Services: Tables 5-A and 5-B

Generally speaking, most respondents (especially users) have a basic knowledge of the different services that are or are not available at their public libraries. Non-users are more likely not to know about the particular services that might be available.

Three items that respondents are least likely to know about are:

1) Film projectors and tape players to use;
2) special programs for children; and
3) film shows and movies.

Table 5-B shows an extensive list of other services that respondents might be interested in using or having in their public libraries. Respondents were allowed to show interest in as many items as they wished. Services dealing with children's programs received high percentages of interest, as did adult education classes, materials for the blind and handicapped, and magazines

and technical journals. Users were more likely to be interested in all of these services than non-users.

Interest in Types of Books and Other Materials: Tables 6-A and 6-B

Specific types of books that respondents would personally be interested in borrowing from the public libraries are presented in Table 6-A. The most popular books among users and non-users are books about hobbies or leisure time activities (61.5%), old or new Hawaii (56.8%), current best sellers (54.5%), and technical books (53.3%). Users are more interested in all types of books than non-users. Many other types were mentioned by respondents. They are shown in Table 6-A.

Table 6-B shows the survey results of some non-book items people might be interested in borrowing from the public library. The order of preference of these items is magazines or journals, phonograph records or tapes, movie films and art prints or pictures.

Knowledge of Nearest Branch Location: Tables 7-A through 7-D

Approximately 90% of the respondents know the location of the nearest branch of the public library. At the same time, close to 90% of those feel that branch is either convenient or very convenient to them. One-fourth of the respondents expressed concern over visiting that branch after dark and respondents in general felt that weekday evenings and weekday days are the most convenient times to visit.

Interests in Operational Services: Tables 8-A through 8-E

Knowledge of and interest in specific operational services such as interlibrary loan services and the library reserving books for persons are shown in Tables 8-A through 8-D. Of the two services, more

respondents know about the reserve system than the interlibrary loan service, and respondents are more interested in having books reserved for them than they are in having books borrowed from another library. Respondents were also asked if they would be interested in learning the status of books when they could not be found on shelves. Approximately 61% of the respondents said they would be interested or very interested in this service (Table 8-E). Users are more interested in and have more knowledge of all services than non-users.

Patterns of Use of Library Users: Tables 9-A through 9-E

Visiting habits of library users are shown in Tables 9-A through 9-E. Most users (57.1%) spend between 15 minutes to one hour in the library on weekday afternoons. An overwhelming majority (94%) of respondents said their last visit was a personal trip to the library. Approximately 50% borrowed something on that visit. Other things that respondents did on their last visit included borrowing or returning books and reading books, newspapers and magazines; 40% of the users said they asked the librarian for information or help on that visit.

Library users seem very satisfied with the present book check-out system. Of the respondents who borrowed something on their last visit, 81% felt that is was very little or no trouble at all to fill out the charge slips and approximately 94% said that it took very little or no time at all to check something out (Table 9-D).

Only about 22% of the users were unable to find something on their last visit; these items were primarily books, reference sources, and magazines or periodicals (Table 9-E).

Subjects of Interest of Non-Users: Tables 10-A through 10-E

Non-users of the public library system were asked several questions concerning different subjects they might be interested in. Subjects that would most interest respondents include medical information or help, information about hobbies, and information to help individuals with their jobs.

The majority of respondents know where to obtain information concerning child care, health and medical information, legal help and information about government services. Respondents are most likely to use the library as a source for child care information and health and medical care information, and least likely to use it to obtain information concerning legal assistance.

Areas of Improvement: Table 11

Finally, respondents were asked to list some things about the public library that they think need the most improvement. Table 11 shows survey results for this question.

Of the respondents, 48.5% made suggestions for improvements in the library system; the detailed list of these suggestions is included in Appendix I, Table 27. Of those responding, approximately 29% suggested improvement in the areas of books and periodicals. These suggestions concerned numbers of volumes and selection of materials. Approximately 16% mentioned improvements in hours of operation -- primarily longer hours.

Oahu-Neighbor Island Differences: Appendix Tables

Patterns of use of the public library differ to some extent for Oahu and the Neighbor Islands. Persons living on Oahu are more likely to be library users than those on the Neighbor Islands (Appendix I, Table 16).

Neighbor Island users are:

- More likely to spend less time per visit (Appendix I, Table 18);
- more likely to visit on the weekdays than the weekends (Appendix I, Table 18);
- more likely to borrow something from the library and request the assistance of a librarian (Appendix I, Tables 19 and 20);
- more aware of special services and programs (Appendix I, Table 1);
- less interested in special materials to borrow (Appendix I, Table 7);
- less interested in special services (Appendix I, Table 8);
- less likely to find the weekends convenient for using the library (Appendix I, Table 9);
- more likely to know the location of the nearest branch (Appendix I, Table 10); and
- less concerned about visiting the library after dark (Appendix I, Table 12).

Complete tabulations of the survey results by geographic area (Oahu and Neighbor Island) are included in Appendix I of this report.

DATA TABULATIONS

TABLE 1-A

	Total	male	female
	%	%	%
none	38.7	43.3	34.5
less than 12	32.5	32.6	32.4
12 or more	27.6	23.1	31.7
don't know	1.2	1.1	1.3
Base	1,000	476	524

NUMBER OF TIMES VISITED LIBRARY IN PAST 12 MONTHS
BY SEX OF RESPONDENT

TABLE 1-B

	Total	grades 1 - 11	high school graduate	technical school	some college	college graduate	post graduate work
	%	%	%	%	%	%	%
none	38.7	68.3	44.3	34.7	27.6	27.0	15.3
less than 12	32.5	24.5	34.3	26.5	31.6	33.8	41.7
12 or more	27.6	7.2	20.2	32.7	40.4	37.2	41.7
don't know	1.2	0.0	1.1	6.1	0.4	2.0	1.4
Base	994*	139	361	49	225	148	72

NUMBER OF TIMES VISITED LIBRARY IN PAST 12 MONTHS
BY LAST GRADE RESPONDENT COMPLETED IN SCHOOL

*Six respondents chose not to answer this question.

TABLE 1-C

	Total	professional	clerical	service	structural	other occup.	retired	refused
	%	%	%	%	%	%	%	%
none	38.7	27.5	36.6	40.1	45.5	50.5	51.6	41.9
less than 12	32.5	33.1	40.9	33.5	33.8	28.4	27.7	30.2
12 or more	27.6	37.6	20.4	25.1	19.5	21.1	20.0	27.9
don't know	1.2	1.7	2.2	1.2	1.3	0.0	0.6	0.0
Base	1,000	356	93	167	77	109	155	43

NUMBER OF TIMES VISITED LIBRARY IN PAST 12 MONTHS
BY OCCUPATION OF CHIEF WAGE EARNER

TABLE 1-D

	Total	Caucasian	Japanese	Hawaiian	Filipino	Chinese	other	refused
	%	%	%	%	%	%	%	%
none	38.7	34.8	40.2	43.7	56.9	29.1	37.5	45.5
less than 12	32.5	30.9	34.7	26.9	27.6	40.0	37.5	36.4
12 or more	27.6	33.2	23.6	29.4	12.1	30.9	24.0	9.1
don't know	1.2	1.0	1.5	0.0	3.4	0.0	1.0	9.1
Base	1,000	382	271	119	58	55	104	11

NUMBER OF TIMES VISITED LIBRARY IN PAST 12 MONTHS
BY ETHNICITY OF RESPONDENT

TABLE 1-E

	Total	less than $6,000	less than $10,000	less than $15,000	less than $20,000	$20,000 or more	refused
	%	%	%	%	%	%	%
none	38.7	44.7	43.4	37.5	37.7	30.7	46.9
less than 12	32.5	36.2	35.5	33.0	30.2	34.9	23.8
12 or more	27.6	19.1	20.4	29.5	30.2	33.2	25.4
don't know	1.2	0.0	0.7	0.0	1.9	1.3	3.8
Base	1,000	94	152	224	162	238	130

NUMBER OF TIMES VISITED LIBRARY IN PAST 12 MONTHS
BY ANNUAL HOUSEHOLD INCOME

TABLE 1-F

	Total	18 - 24	25 - 34	35 - 44	45 - 54	55 and over	refused
	%	%	%	%	%	%	%
none	38.7	32.4	33.1	38.9	41.0	51.3	30.0
less than 12	32.5	34.1	36.2	28.3	35.4	26.7	50.0
12 or more	27.6	31.8	29.3	31.8	22.9	21.5	10.0
don't know	1.2	1.8	1.4	1.0	0.7	0.5	10.0
Base	1,000	170	287	198	144	191	10

NUMBER OF TIMES VISITED LIBRARY IN PAST 12 MONTHS
BY AGE OF RESPONDENT

TABLE 1-G

	Total	married	not married
	%	%	%
none	38.7	40.1	35.2
less than 12	32.5	32.0	33.8
12 or more	27.6	27.1	28.9
don't know	1.2	0.8	2.1
Base	1,000	716	284

NUMBER OF TIMES VISITED LIBRARY IN PAST 12 MONTHS
BY MARITAL STATUS OF RESPONDENT

TABLE 1-H

	Total	full time	part time	no
	%	%	%	%
none	38.7	21.0	24.2	41.6
less than 12	32.5	35.5	38.5	31.6
12 or more	27.6	40.3	37.4	25.6
don't know	1.2	3.2	0.0	1.2
Base	1,000	62	91	847

NUMBER OF TIMES VISITED LIBRARY IN PAST 12 MONTHS
BY WHETHER RESPONDENT ATTENDING SCHOOL FULL OR PART TIME

TABLE 1-I

	Total	yes	no
	%	%	%
none	38.7	29.5	42.0
less than 12	32.5	36.3	31.1
12 or more	27.6	32.7	25.8
don't know	1.2	1.4	1.0
Base	994*	278	716

NUMBER OF TIMES VISITED LIBRARY IN PAST 12 MONTHS
BY WHETHER SERVED ON COMMITTEE

*Six respondents chose not to answer this question.

TABLE 1-J

	Total	yes	no
	%	%	%
none	38.7	33.9	43.1
less than 12	32.5	35.8	29.6
12 or more	27.6	29.2	25.9
don't know	1.2	1.0	1.4
Base	1,000*	489	506

NUMBER OF TIMES VISITED LIBRARY IN PAST 12 MONTHS
BY WHETHER HAS CHILDREN 8 OR YOUNGER

*Five respondents chose not to answer this question.

TABLE 2

	Total	none	less than 12	12 or more	don't know
	%	%	%	%	%
don't have time/too busy	42.9	47.0	43.7	36.2	41.7
don't like to read/don't read much	9.0	16.3	6.5	2.2	0.0
can't read well	1.3	3.1	0.0	0.4	0.0
buy my own books/get books somewhere else	26.2	32.0	30.5	12.3	41.7
don't have the books/materials I want	4.9	3.9	6.8	4.0	8.3
too much trouble	2.8	5.2	1.8	0.7	0.0
library not conveniently located	5.9	5.7	8.3	3.3	8.3
inadequate parking	1.0	0.0	1.5	1.4	8.3
prefer to watch TV	1.6	2.6	1.8	0.0	0.0
goes often enough	10.5	0.3	4.9	31.2	16.7
go when need to	2.4	0.3	3.1	4.7	0.0
no need to go/not in school/job doesn't require	4.7	6.5	4.9	1.8	8.3
bad hours/not open enough/not open evenings or weekends	3.4	1.3	4.0	5.8	0.0
doesn't know where library is	0.6	1.6	0.0	0.0	0.0
not well, ill, disabled/tied down at home with ill or handicapped	1.9	3.4	1.2	0.7	0.0
no transportation/no car	1.7	1.3	1.8	2.2	0.0
facilities or services need improvement	0.3	0.5	0.3	0.0	0.0
no babysitter/small children at home	1.4	2.1	0.3	1.8	0.0
other	1.7	2.3	1.8	0.7	0.0
don't know	1.9	1.6	1.8	2.2	8.3
Base	1,000	387	325	276	12

REASONS RESPONDENT DOES NOT GO TO LIBRARY MORE OFTEN
BY NUMBER OR TIMES VISITED LIBRARY IN PAST 12 MONTHS

TABLE 3

	Total			none			less than 12			12 or more		
	agree	dis-agree	d/k	agree	dis-agree	d/k	agree	dis-agree	d/k	agree	dis-agree	d/k
	%	%	%	%	%	%	%	%	%	%	%	%
The library is only for people who need to work or study.	12.2	86.8	1.0	17.1	81.1	1.8	9.8	89.8	0.3	7.2	92.0	0.7
Libraries have the kinds of books, magazines and other things that people want.	90.9	5.8	3.3	88.4	5.4	6.2	91.1	7.4	1.5	93.8	4.7	1.4
The library is mostly for people in school, especially kids.	14.8	83.9	1.3	22.7	74.4	2.8	12.3	87.4	0.3	6.9	92.8	0.4
The library is a friendly place where anybody can go to relax and spend a pleasant hour or two.	90.8	6.0	3.2	86.6	7.2	6.2	91.1	7.4	1.5	96.0	2.9	1.1
The library is only for people who are well educated.	2.4	96.4	1.2	3.9	93.8	2.3	2.5	96.8	0.3	2.2	97.1	0.7
It would really make a big difference to me if I didn't have a nearby public library to go to.	62.4	33.1	4.5	38.5	52.2	9.3	69.2	28.3	2.5	87.0	12.7	0.4
Base	1,000			387			325			276		

ATTITUDES TOWARD LIBRARIES
BY NUMBER OF TIMES VISITED LIBRARY IN PAST 12 MONTHS

TABLE 4-A

	Total	none	less than 12	12 or more	don't know
	%	%	%	%	%
none	6.0	6.5	4.0	8.0	0.0
one or less	19.1	15.0	17.5	26.8	16.7
two	23.5	20.7	23.7	27.5	16.7
three	18.7	20.4	20.6	14.1	16.7
four	16.3	18.3	16.6	13.0	16.7
five	6.0	6.7	6.8	4.3	0.0
six	3.6	2.3	4.9	2.5	33.3
seven or more	5.3	8.0	4.3	2.9	0.0
don't know/refused	1.5	2.1	1.5	0.7	0.0
Base	1,000	387	325	276	12

HOURS OF TELEVISION WATCHING PER DAY BY
NUMBER OF TIMES VISITED LIBRARY IN PAST 12 MONTHS

TABLE 4-B

	Total	none	less than 12	12 or more	don't know
	%	%	%	%	%
none	39.4	55.3	37.5	20.3	16.7
one	10.9	11.6	13.5	6.5	16.7
two	11.5	9.6	12.6	13.0	8.3
three	8.2	4.7	9.5	12.0	0.0
four or more	29.3	18.1	26.5	47.8	41.7
Base	993*	387	325	276	12

NUMBER OF BOOKS READ/REFERRED TO DURING PAST MONTH
BY NUMBER OF TIMES VISITED LIBRARY IN PAST 12 MONTHS

*Seven persons chose not to answer this question.

TABLE 4-C

	Total	none	less than 12	12 or more	don't know
	%	%	%	%	%
none	16.8	26.9	12.6	7.6	16.7
one	10.7	11.6	10.2	10.5	0.0
two	20.1	22.0	23.4	13.0	33.3
three	19.8	16.3	21.8	22.5	16.7
four or more	31.5	21.4	31.7	45.7	25.0
don't know/refused	1.1	1.8	0.3	0.7	8.3
Base	1,000	387	325	276	12

NUMBER OF MAGAZINES READ ON A REGULAR BASIS
BY NUMBER OF TIMES VISITED LIBRARY IN PAST 12 MONTHS

TABLE 5-A

	Total			none			less than 12			12 or more		
	yes	no	d/k	yes	no	d/k	yes	no	d/k	yes	no	d/k
	%	%	%	%	%	%	%	%	%	%	%	%
special programs for children	41.4	6.2	52.4	22.7	5.9	71.3	44.6	4.3	51.1	63.0	8.3	28.6
records and tapes to borrow	45.9	8.1	46.0	23.0	5.4	71.6	51.4	9.8	38.8	70.3	9.8	19.9
film projectors and tape players to use	29.3	11.2	59.5	12.7	8.3	79.1	32.9	11.7	55.4	47.8	14.9	37.3
a copy machine	44.1	11.1	44.8	20.2	10.1	69.8	50.6	10.2	39.1	68.5	13.8	17.8
a "bookmobile"	34.9	20.6	44.5	30.0	13.7	56.3	37.2	20.6	42.2	39.5	29.7	30.8
film shows and movies	36.8	14.2	49.0	18.6	12.1	69.3	40.9	13.8	45.2	56.9	17.4	25.7
community meetings and activities	48.2	8.8	43.0	27.9	8.3	63.8	54.2	9.5	36.3	69.2	8.3	22.5
Base	1,000			387			325			276		

KNOWLEDGE OF VARIOUS SERVICES AVAILABLE AT LIBRARY
BY NUMBER OF TIMES VISITED LIBRARY IN PAST 12 MONTHS

TABLE 5-B

	Total	none	less than 12	12 or more	don't know
	%	%	%	%	%
adult education classes	63.4	53.7	67.4	71.7	75.0
art exhibits	56.2	42.1	59.7	72.5	41.7
children's book section	66.9	58.7	71.4	74.3	41.7
book section for teenagers	61.3	50.4	67.1	69.9	58.3
children's services such as story telling, movies, magic or puppet shows	64.0	54.0	68.0	73.9	50.0
reading or hobby clubs	50.1	44.2	50.8	57.6	50.0
concerts and other musical events	49.0	39.3	54.5	56.2	50:0
music listening room	57.7	45.5	65.5	65.9	50.0
lectures and discussion groups	50.3	38.5	57.5	58.3	50.0
movies for the general public	53.5	44.2	60.6	57.6	66.7
after school programs for children	63.7	52.5	71.4	69.9	75.0
newspaper section	60.4	50.1	67.1	66.3	75.0
magazines and technical journals section	65.3	55.3	69.5	74.6	58.3
materials for the blind and handicapped	69.9	60.5	68.9	77.5	58.3
foreign language materials	62.7	51.2	69.8	70.7	58.3
Base	1,000	387	325	276	12

SERVICES RESPONDENT INTERESTED IN USING OR HAVING
BY NUMBER OF TIMES VISITED LIBRARY IN PAST 12 MONTHS

TABLE 6-A

	Total	none	less than 12	12 or more	don't know
	%	%	%	%	%
current best sellers	54.5	45.7	56.3	65.2	41.7
old classics	35.2	25.8	38.8	44.2	33.3
do-it-yourself (around the house)	48.1	41.9	53.8	51.1	25.0
technical (relating to job)	53.3	44.2	57.8	60.1	66.7
club activities	27.2	22.2	25.5	36.6	16.7
hobbies or leisure time activities	61.5	50.9	66.2	70.7	66.7
current events, history, politics	43.6	36.4	45.8	51.4	33.3
mysteries, science fiction	42.6	34.4	42.2	54.7	41.7
old or new Hawaii	56.8	49.9	54.2	70.3	41.7
cooking, sewing, homemaking	36.4	32.3	36.0	43.5	16.7
music, drama or the arts	40.3	29.7	41.8	54.0	25.0
sports	2.5	1.8	3.1	2.2	16.7
science	1.8	1.6	0.9	3.3	0.0
social sciences	2.4	0.5	3.1	3.6	16.7
altering self in relation to others	0.4	0.3	0.3	0.7	0.0
westerns	0.5	0.3	1.2	0.0	0.0
love stories, romantic novels	1.2	0.8	1.5	1.1	8.3
biographies, autobiographies	2.6	1.6	1.8	5.1	0.0
foreign language	0.6	0.0	0.9	1.1	0.0
travel	1.3	0.3	1.2	2.5	8.3
religion, spiritual	2.4	0.8	4.0	2.5	0.0
reference books	1.7	0.3	1.8	2.9	8.3
business, finance	1.3	0.3	1.5	1.8	8.3
medical, health	2.0	1.3	2.5	2.5	0.0
humorous	0.4	0.3	0.5	0.4	0.0
children's books	1.1	0.0	1.5	2.2	0.0
child care, handicapped children	0.7	0.0	0.9	1.4	0.0
self improvement, do-it-yourself (not around the house)	0.8	0.3	0.6	1.8	0.0
occult, ESP, UFO	0.5	0.8	0.3	0.7	0.0
legends, mythology	0.1	0.0	0.0	0.4	0.0
social studies	0.4	0.3	0.6	0.4	0.0
books for the blind	0.1	0.0	0.0	0.4	0.0
other	5.5	4.7	4.9	7.6	0.0
Base	1,000	387	325	276	12

TYPE OF BOOK RESPONDENT MOST INTERESTED IN BY
NUMBER OF TIMES VISITED LIBRARY IN PAST 12 MONTHS

TABLE 6-B

	Total	none	less than 12	12 or more	don't know
	%	%	%	%	%
phonograph records or tapes	38.2	29.7	39.7	48.2	41.7
magazines or journals	46.7	34.6	51.4	58.3	41.7
movie films	27.2	17.8	30.8	36.6	16.7
art prints or pictures	23.6	15.5	26.5	32.2	8.3
Base	1,000	387	325	276	12

ITEMS RESPONDENT INTERESTED IN BORROWING
BY NUMBER OF TIMES VISITED LIBRARY IN PAST 12 MONTHS

TABLE 7-A

	Total	none	less than 12	12 or more	don't know
	%	%	%	%	%
yes	88.9	78.0	94.2	97.8	91.7
no	9.1	18.3	4.3	2.2	0.0
don't know	2.0	3.6	1.5	0.0	8.3
Base	1,000	387	325	276	12

NUMBER OF TIMES VISITED LIBRARY IN PAST 12 MONTHS
BY WHETHER KNOWS LCOATION OF NEAREST BRANCH

TABLE 7-B

	Total	none	less than 12	12 or more	don't know
	%	%	%	%	%
very convenient	48.3	42.7	48.4	53.7	63.6
convenient	40.7	42.7	41.5	38.1	27.3
not too convenient	7.4	9.3	5.6	7.4	9.1
not at all convenient	2.8	4.0	3.9	0.4	0.0
don't know	0.8	1.3	0.7	0.4	0.0
Base	889*	302	306	270	11

CONVENIENCE OF LOCATION OF BRANCH
BY NUMBER OF TIMES VISITED LIBRARY IN PAST 12 MONTHS

*Based on persons with knowledge of branch location.

TABLE 7-C

	Total	none	less than 12	12 or more	don't know
	%	%	%	%	%
yes	25.5	29.5	26.5	20.4	18.2
no	71.4	66.9	71.6	76.3	72.7
don't know	3.0	3.6	2.0	3.3	9.1
Base	889*	302	306	270	11

WHETHER CONCERNED TO VISIT AFTER DARK
BY NUMBER OF TIMES VISITED LIBRARY IN PAST 12 MONTHS

*Based on persons with knowledge of branch location.

TABLE 7-D

	Total	none	less than 12	12 or more	don't know
	%	%	%	%	%
weekday - day	27.0	20.7	29.5	33.3	16.7
weekday - evening	42.9	34.4	46.5	50.4	50.0
Saturday - day	31.8	26.1	37.2	33.7	25.0
Saturday - evening	16.6	13.7	15.7	21.7	16.7
Sunday - day	23.1	19.4	27.7	23.6	8.3
Sunday - evening	10.8	10.6	9.5	13.0	0.0
no particular time	13.9	20.4	11.1	7.6	25.0
don't know	2.7	5.9	0.6	0.7	0.0
Base	1,000	387	325	276	12

MOST CONVENIENT TIME FOR RESPONDENT TO VISIT LIBRARY
BY NUMBER OF TIMES VISITED LIBRARY IN PAST 12 MONTHS

TABLE 8-A

	Total	none	less than 12	12 or more	don't know
	%	%	%	%	%
yes	45.5	33.3	52.6	55.1	25.0
no	7.4	5.4	7.1	10.1	16.7
don't know	47.1	61.2	40.3	34.8	58.3
Base	1,000	387	325	276	12

WHETHER LIBRARY WILL BORROW FROM ANOTHER LIBRARY
BY NUMBER OF TIMES VISITED LIBRARY IN PAST 12 MONTHS

TABLE 8-B

	Total	none	less than 12	12 or more	don't know
	%	%	%	%	%
very interested	27.2	14.7	28.9	43.1	16.7
interested	34.9	30.0	41.5	34.1	33.3
not too interested	19.4	23.5	17.8	14.9	33.3
not at all interested	9.8	15.2	7.1	5.4	8.3
don't know	8.7	16.5	4.6	2.5	8.3
Base	1,000	387	325	276	12

INTEREST IN INTERLIBRARY LOAN SERVICE BY
NUMBER OF TIMES VISITED LIBRARY IN PAST 12 MONTHS

TABLE 8-C

	Total	none	less than 12	12 or more	don't know
	%	%	%	%	%
yes	58.0	38.8	64.9	76.1	75.0
no	5.1	4.4	6.8	4.0	8.3
don't know	36.9	56.8	28.3	19.9	16.7
Base	1,000	387	325	276	12

WHETHER LIBRARY WILL RESERVE BOOKS BY
NUMBER OF TIMES VISITED LIBRARY IN PAST 12 MONTHS

TABLE 8-D

	Total	none	less than 12	12 or more	don't know
	%	%	%	%	%
very interested	35.2	19.6	37.8	54.0	33.3
interested	36.2	30.7	43.1	35.9	33.3
not too interested	14.1	20.4	11.4	8.0	25.0
not at all interested	5.9	11.4	4.0	0.4	8.3
don't know	8.6	17.8	3.7	1.8	0.0
Base	1,000	387	325	276	12

INTEREST IN LIBRARY RESERVING BOOKS
NUMBER OF TIMES VISITED LIBRARY IN PAST 12 MONTHS

TABLE 8-E

	Total	none	less than 12	12 or more	don't know
	%	%	%	%	%
very interested	26.6	14.0	31.1	39.5	16.7
interested	34.5	28.4	39.1	38.4	16.7
not too interested	21.7	26.6	20.9	14.5	50.0
not at all interested	8.6	13.2	5.5	5.4	16.7
don't know	8.6	17.8	3.4	2.2	0.0
Base	1,000	387	325	276	12

INTEREST IN FINDING OUT BOOK STATUS
BY NUMBER OF TIMES VISITED LIBRARY IN PAST 12 MONTHS

TABLE 9-A

	Total	less than 12	12 or more	don't know
	%	%	%	%
under 15 minutes	11.3	13.8	8.7	0.0
15 to 30 minutes	29.2	30.8	27.9	16.7
31 minutes to one hour	27.9	29.2	26.8	16.7
one to two hours	22.2	19.7	24.6	33.3
over two hours	8.2	5.8	10.5	16.7
all day	0.8	0.6	0.7	8.3
morning	25.8	25.5	25.7	33.3
afternoon	47.3	48.3	46.0	50.0
evening	25.4	24.9	26.4	16.7
weekday	81.7	80.0	84.1	75.0
weekend	17.1	18.8	15.2	16.7
Base	613*	325	276	12

TIME SPENT IN LIBRARY, TIME OF DAY AND DAY OF WEEK OF LAST VISIT
BY NUMBER OF TIMES VISITED IN PAST 12 MONTHS

*Persons not having visited library in past 12 months are excluded.
"Don't know" responses excluded.

TABLE 9-B

	Total	less than 12	12 or more	don't know
	%	%	%	%
personal trip	94.0	91.4	96.7	100.0
trip for someone else	5.7	8.0	3.3	0.0
yes, borrowed something	49.6	41.2	59.4	50.0
no, borrowed nothing	49.8	57.8	40.2	50.0
Base	613*	325	276	12

WHETHER TRIP WAS PERSONAL OR FOR SOMEONE ELSE
AND WHETHER BORROWED SOMETHING OR NOT
BY NUMBER OF TIMES VISITED LIBRARY IN PAST 12 MONTHS

*Persons not having visited library in past 12 months are excluded.
"Don't know" responses excluded.

TABLE 9-C

	Total	less than 12	12 or more	don't know
	%	%	%	%
borrow or return books	57.6	48.9	67.8	58.3
borrow or return records, tapes or other materials	6.0	5.5	6.2	16.7
drop off or pick up a child	8.8	8.6	8.7	16.7
ask the librarian for information or help	40.0	41.2	39.5	16.7
use the copy machine	9.0	8.9	10.1	8.3
watch a film or movie	2.6	2.2	3.3	0.0
attend a meeting or activity	4.2	5.5	2.5	8.3
read a book	42.7	40.3	45.3	50.0
read a magazine or periodical	29.4	28.0	30.1	50.0
read a newspaper	13.2	9.5	16.7	33.3
schoolwork	12.1	10.8	13.4	16.7
job	16.8	18.2	14.5	33.0
both	2.1	1.5	2.9	0.0
neither one	68.8	69.2	69.2	50.0
Base	613*	325	276	12

WHAT RESPONDENT DID ON LAST VISIT AND WHETHER LAST VISIT WAS FOR SCHOOL OR JOB
BY NUMBER OF TIMES VISITED LIBRARY IN PAST 12 MONTHS

*Persons not having visited library in past 12 months are excluded.
"Don't know" responses excluded.

TABLE 9-D

	Total	less than 12	12 or more	don't know
	%	%	%	%
alot of trouble	7.6	5.2	9.8	0.0
some trouble	11.5	11.2	12.2	0.0
very little trouble	30.3	32.1	29.3	16.7
no trouble at all	50.7	51.5	48.8	83.3
alot of time	1.3	0.7	1.8	0.0
some time	4.6	5.2	4.3	0.0
very little time	27.0	27.6	26.2	33.3
no time at all	66.8	66.4	67.1	66.7
Base	304*	134	164	6

HOW MUCH TROUBLE AND HOW MUCH TIME TO CHECK OUT
BY NUMBER OF TIMES VISITED LIBRARY IN PAST 12 MONTHS

*Persons not having checked anything out on last visit are excluded.
"Don't know" responses are excluded.

TABLE 9-E

	Total	less than 12	12 or more	don't know
	%	%	%	%
yes, unable to find something	22.2	22.5	21.4	33.3
no, able to find everything	77.8	77.5	78.6	66.7
Base	613*	325	276	12
book	58.8	57.5	62.7	25.0
magazine or periodical	10.3	9.6	11.9	0.0
reference source	19.1	16.4	22.0	25.0
record or tape	4.4	6.8	0.0	25.0
other material	4.4	5.5	1.7	25.0
information (general)	2.2	4.1	0.0	0.0
Base	136**	73	59	4

WHETHER UNABLE TO FIND ANYTHING AND, IF SO, WHAT
BY NUMBER OF TIMES VISITED LIBRARY IN PAST 12 MONTHS

*Persons not having visited in library in past 12 months are excluded.
**Persons able to find everything needed and persons not having visited library in past 12 months are excluded.

"Don't know" responses are excluded.

TABLE 10A

	Total
	%
child care	31.8
household repairs/remodeling	38.2
medical information or help	53.0
hobbies	47.0
legal help	38.0
cooking, sewing or homemaking	40.1
information to help with job	41.6
information on money matters	40.8
information about government services	40.3
drama, music, art	2.6
other	4.1
Base	387

SUBJECTS THAT INTEREST RESPONDENT AND FAMILY

TABLE 10B

	Total
	%
yes	64.6
no	35.4
Base*	387

WHETHER KNOWS WHERE TO GET INFORMATION ON CHILD CARE

*Non-users only.

	Total
	%
doctor	30.8
health or medical institution	15.6
social services or family/child services institution	22.0
government	3.6
friends or relatives	8.4
library	30.0
books	7.2
magazines or newspapers	1.6
other libraries	2.0
telephone book	0.8
learning institutions	1.2
military	0.4
other	2.0
Base*	250

WHERE RESPONDENT WOULD GET INFORMATION ON CHILD CARE

*Based on respondents knowing where to get information.

TABLE 10C

	Total
	%
yes	88.6
no	11.4
Base*	387

WHETHER RESPONDENT KNOWS WHERE TO GET INFORMATION ON HEALTH AND MEDICAL CARE

*Non-users only.

	Total
	%
doctor	56.6
health or medical institution	31.8
social services or family/child services institution	7.5
government	4.1
friends or relatives	2.3
library	14.9
books	5.5
HMSA Telemed	2.6
other libraries	0.8
newspapers and magazines	0.8
telephone book	0.3
learning institutions	0.3
military	1.4
other	1.4
Base*	343

WHERE RESPONDENT WOULD GET INFORMATION ON HEALTH AND MEDICAL CARE

*Based on respondents knowing where to get information.

TABLE 10D

	Total
	%
yes	79.8
no	20.2
Base*	387

WHETHER RESPONDENT KNOWS WHERE TO GET INFORMATION ON LEGAL HELP

*Non-users only.

	Total
	%
lawyer	51.1
social science institutions	31.1
police or courts	1.6
other government	3.8
friends or relatives	8.0
library	7.1
learning institution	0.9
books	0.6
Union	0.6
telephone book	0.3
other libraries	0.3
military	4.5
other	1.9
Base*	309

WHERE RESPONDENT WOULD GET INFORMATION ON LEGAL HELP

*Based on respondents knowing where to get information.

TABLE 10E

	Total
	%
yes	66.1
no	33.9
Base*	387

WHETHER RESPONDENT KNOWS WHERE TO GET INFORMATION ABOUT GOVERNMENT SERVICES

*Non-users only.

	Total
	%
government/government agency or department	66.4
social service institutions	4.2
telephone directory	14.4
friends or relatives	4.7
library	11.3
learning institution	1.1
books	0.7
newspapers and magazines	1.1
TV and radio	0.7
other libraries	0.7
military	3.9
other	3.1
Base*	256

WHERE RESPONDENT WOULD GET INFORMATION ABOUT GOVERNMENT SERVICES

*Based on respondents knowing where to get information.

TABLE 11

Areas of Improvement:

	Total %
books/periodical needs	28.9
hours of operation	15.5
personnel/staffing	9.5
check-out system/shelving procedures	8.7
environmental areas	7.6
audio-visual equipment	6.6
parking	4.3
special programs	4.1
locations	3.9
noise levels	3.7
publicity/advertising	3.5
funding	1.9
miscellaneous	1.8
Base*	485

* Includes only those respondents who chose to answer this item.

AREAS OF THE PUBLIC LIBRARY
SYSTEM THAT NEED IMPROVEMENT

APPENDIX I

TABLE 1

	Oahu			Neighbor Islands			Total		
	yes	no	d/k	yes	no	d/k	yes	no	d/k
	%	%	%	%	%	%	%	%	%
special programs for children	38.7	6.6	54.7	53.5	4.3	42.2	41.4	6.2	52.4
records and tapes to borrow	44.2	8.1	47.7	53.5	8.1	38.4	45.9	8.1	46.0
film projectors and tape players to use	28.6	10.4	61.0	32.4	14.6	53.0	29.3	11.2	59.5
a copy machine	45.4	9.1	45.5	38.4	20.0	41.6	44.1	11.1	44.8
a "bookmobile"	26.9	22.5	50.7	70.3	12.4	17.3	34.9	20.6	44.5
film shows and movies	33.5	13.9	52.6	51.4	15.7	33.0	36.8	14.2	49.0
community meetings and activities	47.5	7.5	45.0	51.4	14.6	34.1	48.2	8.8	43.0
Base		815			185			1,000	

PUBLIC AWARENESS IN LIBRARY SERVICES AND PROGRAMS
BY AREA

TABLE 2

	Oahu			Neighbor Islands			Total		
	yes	no	d/k	yes	no	d/k	yes	no	d/k
	%	%	%	%	%	%	%	%	%
will library borrow a book from another library	43.4	7.9	48.7	54.6	5.4	40.0	45.5	7.4	47.1
will library reserve a book when it comes back in	58.8	5.6	35.6	54.6	2.7	42.7	58.0	5.1	36.9
Base		815			185			1,000	

PUBLIC AWARENESS IN LIBRARY OPERATIONAL SERVICES
BY AREA

TABLE 3

	Oahu	Neighbor Islands	Total
	%	%	%
very interested	28.3	22.2	27.2
interested	33.7	40.0	34.9
not too interested	17.5	27.6	19.4
not at all interested	10.4	7.0	9.8
don't know	9.9	3.2	8.7
Base	815	185	1,000

INTERESTED IN HAVING LIBRARY BORROW FROM OTHER BRANCHES
BY AREA

TABLE 4

	Oahu	Neighbor Islands	Total
	%	%	%
very interested	38.4	21.1	35.2
interested	35.6	38.9	36.2
not too interested	10.9	28.1	14.1
not at all interested	6.3	4.3	5.9
don't know	8.8	7.6	8.6
Base	815	185	1,000

INTEREST IN HAVING LIBRARY RESERVE BOOKS
BY AREA

TABLE 5

	Oahu	Neighbor Islands	Total
	%	%	%
very interested	29.9	11.9	26.6
interested	33.6	38.4	34.5
not too interested	17.9	38.4	21.7
not at all interested	9.4	4.9	8.6
don't know	9.1	6.5	8.6
Base	815	185	1,000

INTEREST IN LEARNING STATUS OF BOOKS UNABLE TO FIND
BY AREA

TABLE 6

	Oahu	Neighbor Islands	Total
	%	%	%
current best sellers	60.4	28.6	54.5
old classics	38.3	21.6	35.2
do-it-yourself (around the house)	52.0	30.8	48.1
technical (relating to job)	59.4	26.5	53.3
club activities	29.8	15.7	27.2
hobbies or leisure time activities	66.4	40.0	61.5
current events, history, politics	47.5	26.5	43.6
mysteries, science fiction	46.3	26.5	42.6
old or new Hawaii	61.6	35.7	56.8
cooking, sewing, homemaking	38.0	29.2	36.4
music, drama or the arts	43.7	25.4	40.3
sports	2.5	2.7	2.5
science	1.6	2.7	1.8
social sciences	2.5	2.2	2.4
altering self in relation to others	0.5	0.0	0.4
westerns	0.5	0.5	0.5
love stories, romantic novels	0.9	2.7	1.2
biographies, autobiographies	2.7	2.2	2.6
foreign language	0.7	0.0	0.6
travel	1.1	2.2	1.3
religion, spiritual	1.6	5.9	2.4
reference books	2.0	0.5	1.7
business, finance	1.2	1.6	1.3
medical, health	2.0	2.2	2.0
humorous	0.4	0.5	0.4
children's books	1.2	0.5	1.1
child care, handicapped children	0.7	0.5	0.7
self improvement, do-it-yourself (not around the house)	0.9	0.5	0.8
occult, ESP, UFO	0.6	0.0	0.5
legends, mythology	0.1	0.0	0.1
social studies	0.4	0.5	0.4
books for the blind	0.1	0.0	0.1
other	4.0	11.9	5.5
Base	815	185	1,000

TYPE OF BOOK RESPONDENT MOST INTERESTED IN
BY AREA

TABLE 7

	Oahu	Neighbor Islands	Total
	%	%	%
phonograph records or tapes	41.1	25.4	38.2
magazines or journals	47.0	45.4	46.7
movie films	30.2	14.1	27.2
art prints or pictures	25.4	15.7	23.6
Base	815	185	1,000

ITEMS RESPONDENT WOULD BE INTERESTED IN BORROWING FROM LIBRARY
BY AREA

TABLE 8

	Oahu	Neighbor Islands	Total
	%	%	%
adult education classes	69.6	36.2	63.4
art exhibits	60.7	36.2	56.2
children's book section	73.0	40.0	66.9
book section for teenagers	67.7	33.0	61.3
children's services such as story telling, movies, magic or puppet shows	70.4	35.7	64.0
reading or hobby clubs	55.2	27.6	50.1
concerts and other musical events	53.1	30.8	49.0
music listening room	62.6	36.2	57.7
lectures and discussion groups	55.1	29.2	50.3
movies for the general public	56.4	40.5	53.5
after school programs for children	68.5	42.7	63.7
newspaper section	67.7	28.1	60.4
magazines and technical journals section	71.9	36.2	65.3
materials for the blind and handicapped	76.2	42.2	69.9
foreign language materials	69.4	33.0	62.7
Base	815	185	1,000

SERVICES RESPONDENT INTERESTED IN USING OR HAVING IN LIBRARY
BY AREA

TABLE 9

	Oahu	Neighbor Islands	Total
	%	%	%
weekday - day	27.2	25.9	27.0
weekday - evening	45.6	30.8	42.9
Saturday - day	34.8	18.4	31.8
Saturday - evening	16.8	15.7	16.6
Sunday - day	25.6	11.9	23.1
Sunday - evening	10.9	10.3	10.8
no particular time	10.9	27.0	13.9
don't know	2.6	3.2	2.7
Base	815	185	1,000

MOST CONVENIENT TIME FOR RESPONDENT TO VISIT LIBRARY
BY AREA

TABLE 10

	Oahu	Neighbor Islands	Total
	%	%	%
yes	88.0	93.0	88.9
no	9.8	5.9	9.1
don't know	2.2	1.1	2.0
Base	815	185	1,000

WHETHER RESPONDENT KNOWS LOCATION OF NEAREST LIBRARY TO HIM
BY AREA

TABLE 11

	Oahu	Neighbor Islands	Total
	%	%	%
very convenient	51.7	33.7	48.3
convenient	37.4	54.7	40.7
not too convenient	7.1	8.7	7.4
not at all convenient	2.8	2.9	2.8
don't know, no opinion	1.0	0.0	0.8
Base	717	172	889*

WHETHER BRANCH IS CONVENIENT
BY AREA

*Based on persons knowing location of nearest branch.

TABLE 12

	Oahu	Neighbor Islands	Total
	%	%	%
yes	28.5	13.4	25.5
no	68.6	83.1	71.4
don't know	2.9	3.5	3.0
Base	717	172	889*

WHETHER RESPONDENT CONCERNED TO VISIT AFTER DARK
BY AREA

*Based on persons knowing location of nearest branch.

TABLE 13

	Oahu			Neighbor Islands			Total		
	agree	disagree	d/k	agree	disagree	d/k	agree	disagree	d/k
	%	%	%	%	%	%	%	%	%
The library is only for people who need to work or study.	12.5	86.7	0.7	10.8	87.0	2.2	12.2	86.8	1.0
Libraries have the kinds of books, magazines and other things that people want.	89.8	6.7	3.4	95.7	1.6	2.7	90.9	5.8	3.3
The library is mostly for people in school, especially kids.	14.6	84.0	1.3	15.7	83.2	1.1	14.8	83.9	1.3
The library is a friendly place where anybody can go to relax and spend a pleasant hour or two.	90.3	6.3	3.4	93.0	4.9	2.2	90.8	6.0	3.2
The library is only for people who are well educated.	2.2	96.6	1.2	3.2	95.7	1.1	2.4	96.4	1.2
It would really make a big difference to me if I didn't have a nearby public library to go to.	65.0	30.1	4.9	50.8	46.5	2.7	62.4	33.1	4.5
Base		815			185			1,000	

ATTITUDES TOWARD PUBLIC LIBRARIES
BY AREA

TABLE 14

	Oahu	Neighbor Islands	Total
	%	%	%
yes	27.9	18.4	26.1
no	72.1	81.6	73.9
Base	815	185	1,000

WHETHER RESPONDENT HAS CALLED BY TELEPHONE IN LAST TWELVE MONTHS
BY AREA

TABLE 15

	Oahu	Neighbor Islands	Total
	%	%	%
one	20.3	17.6	19.9
two	28.6	23.5	28.0
three	16.3	23.5	17.2
four	9.7	11.8	10.0
five	2.2	5.9	2.7
six	7.9	0.0	6.9
seven	0.4	0.0	0.4
eight	1.3	0.0	1.1
ten	2.2	0.0	1.9
twelve	8.4	17.6	9.6
don't know	2.6	0.0	2.3
Base	227	34	261*

NUMBER OF TELEPHONE CALLS MADE DURING PAST TWELVE MONTHS
BY AREA

*Based on persons who made calls to library in past 12 months.

TABLE 16

	Oahu	Neighbor Islands	Total
	%	%	%
yes	62.8	54.6	61.3
no	37.2	45.4	38.7
Base	815	185	1,000

WHETHER RESPONDENT VISITED LIBRARY IN PAST TWELVE MONTHS
BY AREA

TABLE 17

	Oahu	Neighbor Islands	Total
	%	%	%
one	3.7	0.5	3.1
two	5.5	6.5	5.7
three	6.0	5.9	6.0
four	4.8	3.2	4.5
five	3.2	3.8	3.3
six	5.8	2.2	5.1
seven	1.1	2.2	1.3
eight	1.5	0.5	1.3
nine	0.4	0.5	0.4
ten	1.8	1.1	1.7
eleven	0.0	0.5	0.1
twelve	27.6	27.6	27.6
none	37.2	45.4	38.7
don't know	1.5	0.0	1.2
Base	815	185	1,000

NUMBER OF TIMES RESPONDENT VISITED LIBRARY IN PAST TWLEVE MONTHS
BY AREA

TABLE 18

	Oahu	Neighbor Islands	Total
	%	%	%
under 15 minutes	9.8	18.8	11.3
15 to 30 minutes	28.7	31.7	29.2
31 minutes to an hour	27.5	29.7	27.9
1 to 2 hours	23.0	17.8	22.2
over 2 hours	9.4	2.0	8.2
all day	1.0	0.0	0.8
don't know/can't recall	0.6	0.0	0.5
morning	26.4	22.8	25.8
afternoon	47.1	48.5	47.3
evening	25.4	25.7	25.4
don't know/can't recall	1.2	3.0	1.5
weekday	80.5	88.1	81.7
weekend	18.4	10.9	17.1
don't know/can't recall	1.2	1.0	1.1
Base	512	101	613*

AMOUNT OF TIME SPENT, TIME OF DAY AND DAY OF WEEK OF LAST VISIT
BY AREA

*Persons not having visited in past 12 months excluded.

TABLE 19

	Oahu	Neighbor Islands	Total
	%	%	%
personal visit	94.1	93.1	94.0
running an errand for someone else	5.5	6.9	5.7
don't know/can't recall	0.4	0.0	0.3
yes, did borrow something	49.0	52.5	49.6
no, did not borrow anything	50.2	47.5	49.8
don't know/can't recall	0.8	0.0	0.7
Base	512	101	613*

WHETHER LAST VISIT WAS PERSONAL OR FOR SOMEONE ELSE, AND WHETHER BORROWED ANYTHING BY AREA

*Persons not having visited in past 12 months excluded.

TABLE 20

	Oahu	Neighbor Islands	Total
	%	%	%
borrow or return books	56.6	62.4	57.6
borrow or return records, tapes, or other materials	5.9	6.9	6.0
drop off or pick up a child	8.0	12.9	8.8
ask the librarian for information or help	39.6	41.6	40.0
use the copy machine	10.0	4.0	9.0
watch a film or movie	2.3	4.0	2.6
attend a meeting or activity	3.7	6.9	4.2
read a book	43.9	36.6	42.7
read a magazine or periodical	28.9	31.7	29.4
read a newspaper	13.1	13.9	13.2
Base	512	101	613*

WHAT RESPONDENT DID ON LAST VISIT
BY AREA

*Persons not having visited in past 12 months excluded.

TABLE 21

	Oahu	Neighbor Islands	Total
	%	%	%
schoolwork	13.7	4.0	12.1
job	16.8	16.8	16.8
both	1.8	4.0	2.1
neither one	67.6	75.2	68.8
don't know	0.2	0.0	0.2
Base	512	101	613
yes, not available	22.3	21.8	22.2
no, available	77.7	78.2	77.8
Base	512	101	613
book	59.6	54.5	58.8
magazine or periodical	8.8	18.2	10.3
reference source	18.4	22.7	19.1
record or tape	4.4	4.5	4.4
other material	5.3	0.0	4.4
information (general)	2.6	0.0	2.2
don't know	0.9	0.0	0.7
Base	114	22	136*

WHETHER VISIT FOR SCHOOL OR JOB, WHETHER ANYTHING WAS UNAVAILABLE AND WHAT RESPONDENT COULD NOT FIND BY AREA

*Based on persons who could not find something.

TABLE 22

	Total	Oahu	Neighbor Islands
	%	%	%
child care	31.8	36.6	14.3
household repairs/remodeling	38.2	41.9	25.0
medical information or help	53.0	60.1	27.4
hobbies	47.0	51.1	32.1
legal help	38.0	43.2	19.0
cooking, sewing or homemaking	40.1	44.2	25.0
information to help with job	41.6	45.9	26.2
information on money matters	40.8	44.2	28.6
information about government services	40.3	45.9	20.2
drama, music, art	2.6	3.3	0.0
other	4.1	3.3	7.1
Base	387	303	84

SUBJECTS THAT INTEREST RESPONDENT AND FAMILY
BY AREA

TABLE 23

	Total	Oahu	Neighbor Islands
	%	%	%
yes	64.6	65.7	60.7
no	35.4	34.3	39.3
Base*	387	303	84

WHETHER KNOWS WHERE TO GET INFORMATION ON CHILD CARE
BY AREA

*Non-users only.

	Total	Oahu	Neighbor Islands
	%	%	%
doctor	30.8	32.7	23.5
health or medical institution	15.6	13.1	25.5
social services or family/child services institution	22.0	24.1	13.7
government	3.6	2.4	5.8
friends or relatives	8.4	7.5	13.7
library	30.0	29.6	31.4
books	7.2	8.0	3.9
magazines or newspapers	1.6	2.0	0.0
other libraries	2.0	2.0	1.9
telephone book	0.8	1.0	0.0
learning institutions	1.2	1.5	0.0
military	0.4	0.5	0.0
other	2.0	1.0	5.8
Base*	250	199	51

WHERE RESPONDENT WOULD GET INFORMATION ON CHILD CARE
BY AREA

*Based on respondents knowing where to get information.

TABLE 24

	Total	Oahu	Neighbor Islands
	%	%	%
yes	88.6	88.8	88.1
no	11.4	11.2	11.9
Base*	387	303	84

WHETHER RESPONDENT KNOWS WHERE TO GET INFORMATION ON HEALTH AND MEDICAL CARE BY AREA

*Non-users only.

	Total	Oahu	Neighbor Islands
	%	%	%
doctor	56.6	59.1	47.3
health or medical institution	31.8	29.0	41.8
social services or family/child services institution	7.5	7.8	6.7
government	4.1	4.0	4.0
friends or relatives	2.3	2.6	1.3
library	14.9	14.8	14.8
books	5.5	7.1	0.0
HMSA Telemed	2.6	3.3	0.0
other libraries	0.8	0.7	1.3
newspapers and magazines	0.8	1.1	0.0
telephone book	0.3	0.0	1.3
learning institutions	0.3	0.3	0.0
military	1.4	1.8	0.0
other	1.4	1.8	0.0
Base*	343	269	74

WHERE RESPONDENT WOULD GET INFORMATION ON HEALTH AND MEDICAL CARE BY AREA

*Based on respondents knowing where to get information.

TABLE 25

	Total	Oahu	Neighbor Islands
	%	%	%
yes	79.8	83.2	67.9
no	20.2	16.8	32.1
Base*	387	303	84

WHETHER RESPONDENT KNOWS WHERE TO GET INFORMATION ON LEGAL HELP
BY AREA

*Non-users only.

	Total	Oahu	Neighbor Islands
	%	%	%
lawyer	51.1	62.7	47.4
social science institutions	31.1	29.4	38.6
police or courts	1.6	1.6	1.8
other government	3.8	3.2	7.0
friends or relatives	8.0	8.7	5.3
library	7.1	7.5	5.3
learning institution	0.9	1.2	0.0
books	0.6	0.8	0.0
Union	0.6	0.8	0.0
telephone book	0.3	0.4	0.0
other libraries	0.3	0.4	0.0
military	4.5	5.5	0.0
other	1.9	1.2	5.2
Base*	309	252	57

WHERE RESPONDENT WOULD GET INFORMATION ON LEGAL HELP
BY AREA

*Based on respondents knowing where to get information.

TABLE 26

	Total	Oahu	Neighbor Islands
	%	%	%
yes	66.1	68.6	57.1
no	33.9	31.4	42.9
Base*	387	303	84

WHETHER RESPONDENT KNOWS WHERE TO GET INFORMATION ABOUT GOVERNMENT SERVICES BY AREA

*Non-users only.

	Total	Oahu	Neighbor Islands
	%	%	%
government/government agency or department	66.4	65.0	72.9
social service institutions	4.2	3.8	6.2
telephone directory	14.4	15.9	8.3
friends or relatives	4.7	5.3	2.0
library	11.3	12.5	6.2
learning institution	1.1	1.4	0.0
books	0.7	0.9	0.0
newspapers and magazines	1.1	1.4	0.0
TV and radio	0.7	0.4	2.0
other libraries	0.7	0.9	0.0
military	3.9	4.8	0.0
other	3.1	2.4	6.8
Base*	256	208	48

WHERE RESPONDENT WOULD GET INFORMATION ABOUT GOVERNMENT SERVICES BY AREA

*Based on respondents knowing where to get information.

TABLE 27

SPECIFIC AREAS OF THE PUBLIC LIBRARY SYSTEM THAT NEED IMPROVEMENT

BOOK/PERIODICAL NEEDS

...not enough books - 3
...(have) a constant supply of books
...increasing (the) number of books
...more copies of books - 5
...not enough copies of books
...have more of the books come in that they say they have available
...more choice of books - number of copies of books
...more supply of books
...books out all the time; need more copies of books - why, when or how
...more books - 9
...should have more books
...expand the limited materials at the Ewa Beach branch
...(Waipahu) has not enough books; new books very limited. Visited that library twice. Visits Pearl City library often
...(Liliha) doesn't have materials as main library
...don't carry a lot of books. Used to UH library and it is large like a department store
...amount of material available (should be) increased
...need more variety of books, more periodicals
...more books, access to other materials besides books
...more books and materials
...more subjects covered
...bigger selection of books
...the library should be bigger, have more selection
...more selection
...holding expanded
...increase in collection - 700 and 800 biographies and philosophy and religion books
...better selection - 2
...better selection of materials
...better selection in branches
...better selection of books, more copies of each book
...better and wider selection of books
...better stock, more variety of material
...need wider selection of books
...wider selection of books even though they do have a lot
...wider selection, more into the arts; no good language books; they are mostly out of date
...I'd like to see a wider selection of books; wish they had more medical journals, scientific papers
...considering the library close to me, they would need a lot larger selection of books to make it worth my while
...larger selection
...larger selection of all kinds of books, even reference books
...larger selection, more books, arts and crafts, small children's books
...more books for children under five
...I think they need more children's books

...newer, modern children's books

...should have simple biographies for children

...children's section - expansion

...improvement for our children - more material so they can read well

...type of current books

...more current books, updated

...more current information

...more current books, more reference books

...keep reference material as up-to-date as possible

...more modern reference books

...more up-to-date research materials, more current books

...more up-to-date magazines

...more up-to-date materials

...more up-to-date books

...too many old books

...too much old stuff - need new and current materials, more best sellers, more leisure reading (adults)

...most books are rather old; need some new additions

...could use more recent books

...newer books

...maybe a newer selection of reading materials

...updating of the books - current novels are in short supplies

...more current best sellers available

...don't have enough current best sellers

...current best sellers slow in arriving

...best sellers - new and current in fiction and novels - maintenance (science, mechanics)

...best sellers not too available

...have more best sellers

...should have more best sellers

...have greater number of best sellers available as soon as possible

...wider availability of popular books

...popular items - not enough copies of them so people get discouraged

...I would like to be able to read the same book in different languages so I could read and compare the translation. More classics

...more books - language

...more foreign language materials - 2

...simple foreign language books - university level for people learning that language

...need more Japanese books - lots of people don't know library has Japanese language books

...more books toward self-help and do-it-yourself in business area

...more different authors in business area

...more trade journals

...they can always use more books about gardening and plants, also more cook books, more on electricity and medical books for the layman

...do-it-yourself gardening (Aiea)

...need modern version of hobby (aquarium fishes) (Manoa)

...need diabetic cook books

...my special interest books are very few - yachting and sailing, cook books for boaters

...need more good leisure material

...don't have anything in crafts and hobbies - not up to date
...more books on certain subjects - arts, crafts, architecture, etc.
...reference medical books - would like to be able to take them out
...more materials, e.g., current ones on health and medical problems
...more and better books; books on psychology for youth
...more books like science
...need more current material, especially behavioral science
...I'd like to see more books about personal growth
...they need more books on sports and physical education
...need more books on genealogy
...Hawaiiana books should be more available to borrow, e.g., for a club, particularly civic clubs
...need more Hawaiiana materials
...more history, political books
...larger selection of technical books - 2
...need up-to-date technical books
...specialized collections (technical areas, vocational)
...we need some more technical books on auto repair
...the technical books should be broken down more
...more material, technical periodicals, more up-to-date ones
...more books on civil service - books you can study, carpentry, etc.
...don't have a lot of books for building, construction, etc.
...more books on philosophy (God)
...need more books on religion - 2
...more popular music books, more volumes
...availability of reference materials
...more general reference material of encyclopedia nature and more who's who
...speciality magazines and newspapers
...they don't stock enough periodicals - 3
...like to see more telephone directories from all the states - 2
...condition of books is poor - should be improved
...replace stolen books
...would like the fine paid on books to go to the purchase of more books
...scope of materials is narrow

HOURS OF OPERATION

...the hours it is open
...need better hours
...better hours
...longer hours - open more hours
...open more hours-4
...hours
...should be open more often
...frustrating - need more hours open
...more hours-6

...hours - not open long enough
...maybe they can open longer hours
...longer hours-9
...hours open increased
...hours of opening
...need longer hours
...open more
...need more hours, only open in afternoon
...earlier hours
...have earlier hours
...the hours - open earlier instead of mid-morning
...change hours - more hours open because no morning hours at present
...longer hours needed - open earlier during week
...after hours - library should be open in the evenings
...should open at night for the working people
...for adults evening hours would be better; only open a couple nights a week
...stay open more in the evenings (open evenings - every day of the week)
...the hours - should stay open past 5:00 p.m.
...open more evenings
...open more during the evenings
...open more often, especially evenings
...open more hours at night
...staying open more evenings
...longer evening hours through the week
...longer hours, later in evening or open more evenings
...longer hours during evenings
...hours extended more in evening
...possibly open later at nights
...downtown library - open more evenings and (I) would like it open Sunday afternoons
...better hours (Sundays)
...open Sundays maybe for half a day
...open on Sundays the branch libraries
...weekends - should be open nights (only open on Monday and Wednesday evenings now); more hours open - it is hard for the kids to get there on just Monday and Wednesday evenings
...hours - more flexible - for working public on weekends
...not open enough on weekends
...needs to be open more hours on weekends; more hours; open on trivial holidays
...longer weekend hours
...extend hours, seven days a week maybe
...hours extended on weekends
...extend hours on weekends
...more convenient hours for working people
...extension of hours for convenience of working parents
...extend the hours - 2
...should not have library hours set by Union
...the hours are wrong for me
...they have weird hours - should be open more often
...when they're open, hard to find the hours
...more convenient for public (time-wise)

PERSONNEL/STAFFING

...larger staff
...short of help
...under staffed, they need more help
...more help
...more people on the staff
...need more librarians
...need more help
...more help
...more library workers
...more people working
...more staffing-2
...more service personnel
...needs more staffing; they are excellent people
...better staff, librarians not knowledgeable enough, too ignorant
...better service - more service
...more personnel to assist those who need help
...librarians not too helpful, not too anxious to borrow from other libraries
...helpful informative employees
...librarian should be helpful, assist people in locating the books instead of directing them
...the librarians should give more help
...services could be augmented
...better management
...library workers should show more concern even if they're not interested in the subject you're interested in (mainly main library branch)
...more supervision
...kids need more assistance - show them what books are best fitted for them
...the librarian who used to be there could have been more helpful with kids; she isn't there anymore
...Hilo branch has a bad attitude toward teachers and classroom needs. It's a public library, but teachers are complying, not happily
...make young people feel more comfortable
...more helpful towards kids
...librarian not a positive person at local branch; children did not feel welcomed
...personnel need to smile, they seem grouchy
...friends say librarians not very friendly
...atmosphere very cold - personnel hard to approach
...general comment - not just Hawaii - sometimes library assistants aren't too helpful
...have nicer people working there - 2
...people that work there could be a little more friendly
...security for users
...better security, need more guards
...more security guards
...more safety
...young workers needed
...a lot of visiting among the staff
...the personnel are not too dedicated
...central reference point

CHECK-OUT SYSTEM/SHELVING PROCEDURES

...need to be more efficient or streamline their checking out procedures - they could use a person's driver's license or Master Charge card and stamp it in a machine and save time writing; also could bill the people if they didn't return the book with this procedure

...more updated, not old fashioned check-out system

...bookkeeping system old

...checking out books

...checking out system - 2

...better checking system

...have children check out their books in own section at main library

...updating and upgrading their method of checking in and checking out books

...different check out system

...easy system for checking books out

...forms we have to fill out are inadequate; most times not enough room for title

...prefer library cards or something beside slips of paper - son borrows many books, takes long

...library card for withdrawals - overdue fee for books makes people return books more promptly

...card system would be a lot faster

...should use cards

...need library cards

...check out cards - format and size of cards

...library cards and fines to prevent theft

...longer check-out time

...special things should be checked out for a longer period of time

...should let you borrow the book of knowledge

...they should all have a security gate to check the books out

...should have better systems for controlling books - too many stolen because books no longer there

...books must be stolen - they always seem out of books, they should keep better tabs on magazines

...there is little system or check on delinquent borrowers or check to see why books are in card catalogues and absent from shelves

...can't find what I want, there should be a fine for overdue books

...more information taken when people borrow books to prevent stealing

...they should reinstate the fining system

...easier catalogue system, modern

...books often mislaid - Aina Haina - have had a lot of trouble there

...system of shelving books - should be changed

...children's section should have easiest books segregated - now they are all mixed together - hard and easy

...card files, more specific and clarity

...novels are under lock and key

...need to maintain the index cards better

...the latest books are a long time coming on shelves

...need English caption for foreign language books for people just picking them up for someone else

...way books are stacked on shelves

...easier system of locating books

...should have better index

...main library has technical section too mixed up; used to be upstairs where you could find things

ENVIRONMENTAL AREAS

...better lighting-2
...lighting, need more
...more floodlights
...parking area very dark
...have a landscaped area where you can lay on the grass and read
...nice environment outdoors - more trees; privately set back building
...private room for children to play with sitter in attendance if sufficient children there
...a lot more lounging areas for reading magazines, more study areas (segregated areas)
...more individual study areas
...more room for reading
...need a better section for studying
...need more quiet areas
...need room where one can study quietly and discuss material with others like a music listening room
...more reading areas
...needs private room for rap session
...could reading chairs be more comfortable?
...better, more comfortable chairs
...more comfortable - rugs on the floor, more well lit
...more desks, tables, lounges to read in
...new furniture
...Kalihi library too small
...bigger space
...bigger rooms
...should be bigger
...more rooms
...enlarge the library
...need larger library
...not enough space now
...need more space for books, larger library
...smoking area needed
...coffee machine
...food concession
...ventilation - too stuffy
...I think they can make the library smell better
...clean the books more; library should be more colorfully painted
...need more facilities for children

AUDIO-VISUAL EQUIPMENT

...would like to see audio visual programs
...more audio visual equipment to borrow
...need visual aids (machines are in bad condition and usually out of order)
...more photo copiers
...use of film programs
...show more films
...more films (more usage)
...(more) movies

...have more films everyday
...show more films (educational)
...make more movies and film strips available - can't get material at the time I need it for illustration in my classes
...more films and to be able to check them out overnight
...more children's films
...the movies that are available at town library - would like to see a list of what is available at the branches
...more tapes
...more material like tapes
...maybe a tape center where you could tape records
...more facilities, e.g., tapes and records, more films needed
...records and movies
...more records and tapes - 2
...needs records and tapes at the Kaneohe Branch
...classical records and tapes in foreign languages
...more records in opera and classics
...bigger record collection
...needs more records
...they can add records because we have to go down to the main library
...borrow records, no records, rock and roll records
...have a microfilm section
...micro cards and microfilm needed
...not enough microfilm recorders and printouts - condition of machines
...editing on microfilm printer - quality very poor

PARKING

...parking
...probably parking
...parking space
...parking space needed
...parking - not enough
...more parking-2
...some need more parking
...more parking space
...need more parking space
...need more parking
...inadequate parking - 2
...not be in congested area with parking problems
...parking facilities very bad around main library - the main deterrent
...more parking at main branch-3
...parking is very bad at main library, need more parking
...main branch can use more parking
...more parking in Pearl City

NOISE LEVELS

...should be less noisy
...too much noise
...quiet - more atmosphere
...more quietness
...less noise
...too noisy
...should be more quiet especially when kids are just hopping around
...be more quiet
...people not talking so loud
...too much noise and chattering there
...noisy location
...it gets too noisy when they have classroom of kids
...children dumped there by parents; personnel can't do anything about it
...control of children weak particularly when waiting for library to open
...keep it more quiet; kids talking and running and screaming
...children make a lot of noise outside library
...gets crowded and noisy when school is out about 3:00 p.m.
...better discipline; too noisy; detracts from library purpose

PUBLICITY/ADVERTISING

...more publicity
...make available facilities more widely known, e.g., for meetings publicize facilities in newspapers, etc.
...needs to be publicized more - people don't know where they are located
...more publicity about such programs
...more publicity - 2
...wish they would publicize more
...didn't know the programs available
...don't know library procedures that exist now
...I think people need to be more aware of the service they offer; more advertising would help
...they should make it known to the public what services they do have. YWCA does and so should the library as some people don't know what they have to offer
...open house to acquaint people with the library; suggestion box (should be) at each library for specific suggestions for that library branch
...more PR, advertising of events, attractions and materials available; maybe the library could schedule a short monthly meeting to inform the public of what is available in the library
...more advertising for libraries; more advertising in schools so parents will use the libraries
...advertise more the programs that are available
...cannot locate Makiki library; need clear direction for residents in Makiki area
...library needs more advertising re: events and acquisitions

SPECIAL PROGRAMS

...program for the young readers
...children's programs on weekends or evenings
...needs improvement for young people
...more story telling
...things for children and teenagers to do
...organize programs to get people, particularly young people (e.g., high school) more involved - maybe tutorial types in library to help with projects
...need more children's programs - preschool level
...more projects for children
...more or special programs for children
...programs for 10 to 12 year olds
...more programs for preschool children (story telling, puppet shows) after school activities for teens
...should have children's book clubs
...more programs for elderly and handicapped members of the community
...more hobby classes
...special activities - better programs and more of them
...more activities
...more programs - different types to reach all the public
...more instruction in dewey decimal system
...need better instruction on index cards (file)
...education on using the library

LOCATIONS

...more libraries needed -2
...more branches
...more locations
...branch libraries for every district - bookmobile good
...a more convenient location
...one closer to us
...one for every community
...Waimanalo Library should be located in Homesteaders and Waimanalo Town
...hope that they will build a library in Waimanalo
...Waikiki should be in Waikiki - location is very important
...need library closer to transportation and bus line in Kalihi because many people do not have cars
...more convenient for public (location-wise); Mililani town needs a library branch
...bookmobile to their court (apartment complex)
...more bookmobiles
...bookmobile should come more often
...need bookmobile
...books (should) be more widely distributed to schools because some libraries are too far from home to go to in the evenings
...location on one-way street

FUNDING

...I think they can make the library fund better
...they are under paid and under staffed
...more funds needed
...poor funding, better salaries and funding
...more funds for more open hours
...need better funding so can stay open
...state should given more money towards the libraries
...funding for more books
...more funds to purchase more books

MISCELLANEOUS

...they should give change to people after 8:00 p.m.
...find out what the public wants - serve the public's needs instead of the employee's conveniences
...find out what people want
...not too convenient
...more people to use them
...general conception of libraries
...shorter surveys
...to do away with quiet in the library; be able to talk
...change the quiet rule; be able to talk

APPENDIX II

Interviewer _____ Island _____

Date _____ I.D. _____

LIBRARY USER/NON-USER SURVEY

Survey and Marketing Services, Inc.

November 1976

Hello, I'm _____ of Survey and Marketing Services, Inc., a local research firm, and we're doing a survey for the State of Hawaii. Could I please speak to the head of your household?

IF HEAD IS NOT HOME, SPEAK TO SPOUSE. IF NO SPOUSE OR SPOUSE IS NOT AVAILABLE, SPEAK TO ANYONE IN HOUSEHOLD 18 OR OLDER.

CIRCLE PERSON INTERVIEWED:

head	1
spouse	2
other adult	3

First, we have three questions about how people like to spend their leisure time.

1. On the average, how many hours a day do you watch television?

none	0
one or less	1
	2
	3
	4
	5
	6
seven or more	7
don't know/refused	9

2. How many different magazines do you read on a regular basis?

none	0
	1
	2
	3
four or more	4
don't know, don't recall	8
refused	9

3. During the past month, have you happened to read or refer to any books? (IF YES) How many?

none	0
	1
	2
	3
four or more	4
don't know, don't recall	8
refused	9

Now, I have some questions about the public library.

4. I'm going to read some services that are available at some public libraries but not others. For each, please tell me if the public library near your home has that service.

	Yes	No	Don't Know
a. special programs for children	1	2	8
b. records and tapes to borrow	1	2	8
c. film projectors and tape players to use	1	2	8
d. a copy machine	1	2	8
e. a "bookmobile"	1	2	8
f. film shows and movies	1	2	8
g. community meetings and activities	1	2	8

5. Suppose a book you want is not available in your public library. To the best of your knowledge, will your library try to borrow it from another library for you, or not?

yes	1
no	2
don't know	8

6. How interested are you in having the library do this for you -- very interested, interested, not too interested, or not at all interested?

very interested	1
interested	2
not too interested	3
not at all interested	4
don't know, no opinion	8

7. Suppose a book you want has been borrowed by someone else. To the best of your knowledge, will your library reserve the book for you when it comes back in or not?

yes 1
no 2
don't know 8

8. How interested are you in having the library do this for you -- very interested, interested, not too interested, or not at all interested?

very interested 1
interested 2
not too interested 3
not at all interested 4
don't know, no opinion 8

9. When you can't find a book on the library shelves, how interested are you in finding out whether that book is borrowed, lost or just off the shelves -- would you be very interested, interested, not too interested, or not at all interested in finding that out?

very interested 1
interested 2
not too interested 3
not at all interested 4
don't know, no opinion 8

10. Which, if any, of the following types of books would you, yourself, be interested in borrowing from a public library?
(CHECK EACH ONE MENTIONED)

READ LIST

[ ] (01) best sellers ____
[ ] (02) old classics ____
[ ] (03) books about do-it-yourself projects around the house ____
[ ] (04) technical books related to your work or job ____
[ ] (05) books related to the activities of clubs or organizations you belong to ____
[ ] (06) books about your favorite hobby or leisure time activities ____
[ ] (07) current events, history and politics ____
[ ] (08) mysteries or science fiction ____
[ ] (09) books about old or new Hawaii ____
[ ] (10) books about cooking, sewing or homemaking ____
[ ] (11) books about music, drama or the arts ____

FOR OFFICE USE ONLY

11. Are there any other types of books you would like to borrow besides the ones I've mentioned?

_____ ___

_____ ___

12. Which, if any, of the following items would you, yourself, be interested in borrowing from a public library? (CHECK EACH ONE MENTIONED)

READ LIST

[ ] (1) phonograph records or tapes ___
[ ] (2) magazines or journals ___
[ ] (3) movie films ___
[ ] (4) art prints or pictures ___

13. Here are some other services that are or could be available in some public libraries. Which, if any, of them are you definitely interested in using or having in your public library? (CHECK ALL MENTIONS)

READ LIST

[ ] (01) adult education classes ___
[ ] (02) art exhibits ___
[ ] (03) children's book section ___
[ ] (04) book section for teenagers ___
[ ] (05) children's services such as story telling, movies, magic or puppet shows ___
[ ] (06) reading or hobby clubs ___
[ ] (07) concerts and other musical events ___
[ ] (08) music listening room ___
[ ] (09) lectures and discussion groups ___
[ ] (10) movies for the general public ___
[ ] (11) after school programs for children ___
[ ] (12) newspaper section ___
[ ] (13) magazines and technical journals section ___
[ ] (14) materials for the blind and handicapped ___
[ ] (15) foreign language materials ___

14. What are the two or three most convenient times for you to go to the library -- on weekdays during the day, weekday evenings, Saturday during the day, Saturday evening, Sunday during the day, or Sunday evening? (CHECK UP TO 3 MENTIONS)

[ ]	(1)	weekday - day	___
[ ]	(2)	weekday - evening	___
[ ]	(3)	Saturday - day	___
[ ]	(4)	Saturday - evening	
[ ]	(5)	Sunday - day	
[ ]	(6)	Sunday - evening	
[ ]	(7)	no particular time	
[ ]	(8)	don't know	

15. Do you happen to know where the nearest branch of your public library is located?

yes	1
no	2
don't know, not sure	8

IF YES:

16. How convenient is that branch for you -- very convenient, convenient, not too convenient, or not at all convenient?

very convenient	1
convenient	2
not too convenient	3
not at all convenient	4
don't know, no opinion	8

17. Would you personally feel any concern or worry if you were to go to that library branch after dark?

yes, would	1
no, would not	2
don't know	8

Now, I will read a few statements that describe some people's feelings about the public library. After I read each statement, please tell me whether you agree or disagree with it.

18. The library is only for people who need to work or study.

agree 1
disagree 2
don't know 8

19. Libraries have the kinds of books, magazines and other things that people want.

agree 1
disagree 2
don't know 8

20. The library is mostly for people in school, especially kids.

agree 1
disagree 2
don't know 8

21. The library is a friendly place where anybody can go to relax and spend a pleasant hour or two.

agree 1
disagree 2
don't know 8

22. The library is only for people who are well educated.

agree 1
disagree 2
don't know 8

23. It would really make a big difference to me if I didn't have a nearby public library to go to.

agree 1
disagree 2
don't know 8

24. Thinking back over the past twelve months, have you had any occasion to call the public library by telephone?

yes 1
no 2

25. (IF YES) About how many times during the past twelve months?

01
02
03
04
05
06
07
08
09
10
11
twelve or more 12
don't know/refused 99

26. Have you had any occasion to go to the public library in person during the past twelve months?

yes 1
no 2

IF NO, SKIP TO QUESTION 39. IF YES, ASK QUESTIONS 27 THROUGH 38

LIBRARY USER QUESTIONS

27. About how many times during the past twelve months?

	01
	02
	03
	04
	05
	06
	07
	08
	09
	10
	11
twelve or more	12
don't know/refused	99

Now, I'd like to ask you a few questions about the most recent visit you made to a public library in Hawaii.

28. First of all, how much time did you spend at the library on that visit?

under 15 minutes	1
15 to 30 minutes	2
31 minutes to an hour	3
1+ to 2 hours	4
over 2 hours	5
all day	6
don't know/can't recall	8
refused	9

29. Did you go there in the morning, the afternoon, or the evening?

morning	1
afternoon	2
evening	3
don't know/can't recall	8
refused	9

30. And was that during the week or on a weekend?

weekday	1
weekend	2
don't know/can't recall	8
refused	9

31. Was that trip for you, or were you running an errand for someone else?

personal	1
running an errand for someone else	2
don't know/can't recall	8
refused	9

32. Did you borrow anything from the library while you were there?

yes	1
no	2
don't know/can't recall	8

IF YES:

33. As you remember, you had to fill out some slips of paper to check something out. How much trouble do you think it is to fill those out -- a lot, some, very little, or none at all?

alot	1
some	2
very little	3
none at all	4
don't know/no opinion	8

34. On that last visit, how much time did you have to spend standing in line to check something out -- alot, some, very little, or none at all?

alot	1
some	2
very little	3
none at all	4
don't know/can't recall	8

35. On your last visit to the library, please tell me whether you did any of the following things: (CHECK EACH ONE MENTIONED)

[ ]	(0)	borrow or return books	___
[ ]	(1)	borrow or return records, tapes, or other materials	___
[ ]	(2)	drop off or pick up a child	___
[ ]	(3)	ask the librarian for information or help	___
[ ]	(4)	use the copy machine	___
[ ]	(5)	watch a film or movie	___
[ ]	(6)	attend a meeting or activity	___
[ ]	(7)	read a book	___
[ ]	(8)	read a magazine or periodical	___
[ ]	(9)	read a newspaper	___

36. Was that visit to the library for either schoolwork or a job?

schoolwork 1
job 2
both 3
neither one 4
don't know 8
refused 9

37. On your last trip to the library, was there anything that you were not able to get there?

yes 1
no 2

38. (IF YES) What was that?

book 1
magazine or periodical 2
reference source 3
record or tape 4
other material 5
information (general) 6
other_____ 7

_____

(SKIP TO Q.41)

NON-USER QUESTIONS

39. Now I will read you some subjects that people often want to find out more about. Stop me when I come to the ones that would interest you or your family. (CHECK ALL THAT ARE OF INTEREST)

READ LIST

[ ] (01) child care ____
[ ] (02) household repairs or remodeling ____
[ ] (03) medical information or help ____
[ ] (04) hobbies ____
[ ] (05) legal help ____
[ ] (06) cooking, sewing, or homemaking ____
[ ] (07) information to help you with your job ____
[ ] (08) information on money matters ____
[ ] (09) information about government services ____

39a. Are there any other subjects you are interested in?

_____

_____

_____

(BE SURE TO GET AS MANY AS YOU CAN)

40. Now I will read some of these again. As I read each one, please tell me if you know where you could get information on that subject.

a) child care: yes 1 no 2

IF YES: Where? (CHECK UP TO 3 MENTIONS)

DO NOT READ LIST

[ ] (01) doctor ____
[ ] (02) health or medical institution (hospital, etc.) ____
[ ] (03) social services or family/child services institution ____
[ ] (04) government
[ ] (05) friends or relatives
[ ] (06) library
[ ] other: _____

_____

_____

b) health and medical information: yes 1 / no 2

IF YES: Where? (CHECK UP TO 3 MENTIONS)

DO NOT READ LIST

[ ] (01) doctor ____
[ ] (02) health or medical institution (hospital, etc.) ____
[ ] (03) social services or family/child services institution ____
[ ] (04) government
[ ] (05) friends or relatives
[ ] (06) library
[ ] other: _____
_____
_____

c) legal help: yes 1 / no 2

IF YES: Where? (CHECK UP TO 3 MENTIONS)

DO NOT READ LIST

[ ] (01) lawyer ____
[ ] (02) social science institutions (Legal Aid, etc.) ____
[ ] (03) police or courts ____
[ ] (04) other government
[ ] (05) friends or relatives
[ ] (06) library
[ ] other: _____
_____
_____

d) information about government services: yes 1 / no 2

IF YES: Where? (CHECK UP TO 3 MENTIONS)

DO NOT READ LIST

[ ] (01) government/government agency or department ____
[ ] (02) social service institutions ____
[ ] (03) telephone directory ____
[ ] (04) friends or relatives
[ ] (05) library
[ ] other: _____
_____
91
_____

41. What are probably some of the reasons why you do not go to the public library more often? (PROBE) Any other reasons? (CHECK UP TO 3 MENTIONS)

DO NOT READ LIST

[ ] (01) don't have time/too busy ____
[ ] (02) don't like to read/don't read much ____
[ ] (03) can't read well ____
[ ] (04) buy my own books/get books somewhere else
[ ] (05) don't have the books/materials I want
[ ] (06) too much trouble
[ ] (07) library not conveniently located
[ ] (08) inadequate parking
[ ] (09) prefer to watch T.V.
[ ] (10) other: _____

_____

_____

42. In your opinion, what are some things about the public library that need the most improvement? (PROBE) Anything else?

_____

_____

_____

And now just a few questions for background purposes only. . .

43. What was the last grade you completed in school?

grade 8 or less 1
grade 9 - 11 2
high school graduate, grade 12 3
technical, business or trade school 4
some college 5
college graduate 6
post graduate work 7
refused 9

44. Are you now going to school, either full time or part time?

yes, full 1
yes, part 2
no 3
refused 9

45. Have you been an official or served on a committee for any community, church, or civic organization during the past two or three years?

yes 1
no 2
refused 9

46. Do you have any children 18 years old or younger?

yes 1
no 2
refused 9

47. What is the occupation of the chief wage earner in your household?

_____ ____

_____

(IF NOT EMPLOYED, SKIP TO QUESTION 49)

48. And is that person employed by business, government or self-employed?

business 1
government 2
self employed 3
Other _____ 4
refused 9

49. Are you presently employed full time, part time or not employed?

yes, full time 1
yes, part time 2
no 3
refused 9

50. Are you married at the present time?

yes 1
no 2
refused 9

51. Is your age. . .

18-24 1
25-34 2
35-44 3
45-54 4
55 or over 5
refused 9

52. What is your ethnic background, please?

Caucasian 1
Japanese 2
Hawaiian or Part Hawaiian 3
Filipino 4
Chinese 5
other or mixed 6
refused 9

53. Finally, is the annual income of your household. . . (READ CATEGORIES ONE BY ONE AND CHECK APPROPRIATE RESPONSE)

less than $6,000 1
less than $10,000 2
less than $15,000 3
less than $20,000 4
$20,000 or more 5
don't know/refused 9

54. (RECORD, DO NOT ASK) Sex of respondent.

male 1
female 2

Can I please have your first name only, in case my office wants to make sure I have interviewed you? Thank you.

Name_____ Phone_____

Verified by: _____